



## Trip Reduction Performance Program projects

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The Washington State Department of Transportation (WSDOT) selected seventeen projects to receive over \$1.3 million in funding through the 2005-2007 Trip Reduction Performance Program, or *TRPP*. Combined, these projects will remove a total of 3,831 daily commute vehicle trips from our state highway system. The projects provide services and incentives that get people out of their cars and onto buses, trains, vanpools, and other commute alternatives.

### Statewide project:

#### **Pay As You Drive (PAYD) Pilot for Washington State**

**\$116,400**

The project will explore the viability of a “pay per mile” insurance strategy to reduce vehicle miles traveled while gaining market share for an insurance partner. By converting the cost of insurance from a fixed to a mileage-based cost, PAYD will encourage its participants to reduce trips in order to reduce the cost of insurance. The project is expected to reduce 600 annualized commute vehicle trips.

King County Metro is the lead agency on the Pay As You Drive Pilot. Other sponsors include King County Department of Natural Resources, City of Bellevue, City of Redmond, City of Seattle, Puget Sound Clean Air Agency, Northwest Environment Watch, Climate Solutions, Transportation Choices Coalition, Bicycle Alliance of Washington, and Washington State Insurance Commissioner.

### Central Puget Sound projects:

#### **Seattle Department of Transportation—Smart Commute (1)**

**\$13,974**

Employers in the Fremont neighborhood of Seattle have a strong motivation to reduce car trips in 2006 and 2007 due to the Fremont Bridge repair Project. The Fremont Bridge is a major north-south artery in Fremont and will be reduced from four (4) to two (2) lanes for ten (10) months starting approximately in May or June of 2006. This Project will target four (4) CTR sites in the Fremont neighborhood by providing incentives to new participants, and incentives to participants who recruit people to join in the program. This project proposes to reduce 34 annualized commute vehicle trips.

**Seattle Department of Transportation—Smart Commute (2)****\$58,773**

This incentive-based project is open to individuals throughout Seattle and will target businesses in areas impacted by major construction projects. This Project provides incentives to individuals as well as people currently using a commute alternative who encourage others to participate in the Project. Project innovations include:

- targeting businesses in areas impacted by major construction projects
- cooperating with partners with similar goals
- giving incentives to third parties to refer others to participate in the project

Smart Commute (2) will also help mitigate the impacts of the closure of the transit tunnel. The project is expected to reduce 143 annualized commute vehicle trips.

**Seattle PEMCO—Ride Together Commuter Benefits Program****\$14,000**

This project aims to reduce commute trips by educating PEMCO employees on their alternatives and giving them financial incentives for using an alternate mode. At the same time, PEMCO is increasing the parking charge for employees who drive alone. The project is expected to reduce 40 annualized commute vehicle trips.

**King County Metro—Vanpool Incentives Program****\$175,000**

King County Metro will use incentives to create 56 new vanpools and to keep existing vans filled during the 2006–2007 biennium. New riders, drivers, primary bookkeepers, and recruiters will be eligible for a \$50 gift card. The incentives are expected to increase word-of-mouth advertising—the top motivation for joining a vanpool, according to survey data. The project is expected to reduce 571 annualized commute vehicle trips.

**Duwamish TMA—Easy Rewards****\$263,784**

This Duwamish Transportation Management Association (TMA) project will help businesses and employees prepare for the closure of the Alaskan Way Viaduct. Individuals who try an alternative to driving alone will receive financial incentives, with ongoing participation rewarded for up to one year. An on-line program will make administration efficient, leaving more funds for incentives. Cash incentives will be provided to area employers for creating commute trip reduction programs that include subsidies to employees. The project is expected to reduce 600 annualized commute vehicle trips.

**City of Redmond—Employer Commuter Club** **\$157,500**

This project will create a new, employer-based commuter club that will offer employees an opportunity to earn points and rewards for using alternate commute modes. This project will allow Redmond employers to use the popular R-TRIP commute calendar system to offer incentives to their employees beyond R-TRIP's one-time start-up incentives. The project is expected to reduce 450 annualized commute vehicle trips.

**City of Issaquah—Expanded Trip Reduction Incentive Program** **\$51,600**

The project will use education and incentives to decrease single-occupancy vehicle travel in and out of the city during the peak morning commute. The project will add six new business partners to the existing Issaquah Trip Reduction Incentive Program Network (ITRIP) and create a new ITRIP Network for the Issaquah Highlands. The project goal is expected to reduce 120 annualized commute vehicle trips by 2007.

**David Evans and Associates—"Dare to Share" Program** **\$6,300**

This Bellevue-based company will provide financial incentives to its employees to persuade them to carpool, vanpool, ride transit, cycle and walk. The project is expected to reduce 18 annualized commute vehicle trips, or 560 roundtrip vehicle miles per day.

**Children's Hospital: Diverse CTR Tools for a Diverse Workforce** **\$12,691**

This project will use promotions, ridematching events, and incentives to increase ridesharing among Children's Hospital employees. Ridesharing will be promoted to staff that work diverse shifts and speak diverse languages while coming from varied socioeconomic and cultural backgrounds. The project is expected to reduce 2,800 miles per day and 49 annualized commute vehicle trips.

**City of Bellevue—Flexcar: Destination Bellevue** **\$30,000**

Each participating employee will receive the free use of a Flexcar for 10 hours a month, eliminating two major barriers to reducing work trips: the need for a car at work and the small difference between daily incremental parking charges and a monthly parking charge. The annoyance of paying daily charges leads people to pay a monthly parking fee to make life easier, encouraging more driving to work—"I've already paid for my parking, why not use it?" The project will reduce an estimated 100 annualized commute vehicle trips.

## Projects outside of Central Puget Sound

### **Spokane County—Riverpoint Bicycle Barn**

**\$7,500**

The project will provide a secure area for employees cycling to work at the Riverpoint Campus shared by Washington State University and Eastern Washington University. A room provided by the administration will be remodeled and wall-hung bike racks added. The project will also provide incentives—primarily gift cards—to reward participants for using other commute modes, increasing their participation, or recruiting new participants. The project is expected to reduce 25 annualized commute vehicle trips.

### **Spokane County—Get on Board with MyCommute.org**

**\$216,000**

Public and private organizations will partner to promote the use of commute alternatives while using an online calendar, mycommute.org, to gather live data. A single comprehensive program will be offered both to worksites required to participate in the Commute Trip Reduction Program and to voluntary sites. Using one program will support consistent messaging while conserving administrative costs. The project will offer monthly incentives, education, marketing tools, and turn-key promotions, while increasing the support of local businesses and public agencies. The project is expected to reduce 600 annualized commute vehicle trips.

### **Intercity Transit—Tumwater Commuter Challenge**

**\$80,290**

Intercity Transit plans to reduce the drive-alone rate at four major worksites in Tumwater through the use of individualized marketing techniques, attractive incentives, and teleworking. One full-time staff will be dedicated solely to working directly with the target sites to gather survey data, develop custom promotions and incentives, and administer the program. Staff will involve worksite Employee Transportation Coordinators to expand existing programs and develop innovative promotions, incentives, and marketing strategies. The project is expected to reduce 217 annualized commute vehicle trips (17 of them by teleworking).

### **AB Foods, LLC—Vanpool Project**

**\$10,120**

This project pairs AB Foods, LLC with Yakima Transit to add two more vans to the transit system's program. With two existing grant-funded vans now self-sustaining, this project will make it possible to meet the needs of a waiting list of individuals in Benton and Yakima counties who would also like to use this commute option. The project is expected to reduce 22 annualized commute vehicle trips.

**Sage Manufacturing—Save, Simplify and Share your way to work \$11,200**

This Bainbridge Island project will reduce trips by subsidizing vanpools and transit passes and providing bike racks and showers for employees who cycle to work. The project will also implement a Commuter Flexible Spending Account. The project is expected to reduce 32 annualized commute vehicle trips.

**Whatcom Transit Authority—Smart Trips Downtown Bus Pass \$84,000**

This is a multi-year project to reduce traffic congestion in the county's two highest congestion areas, downtown Bellingham and Fairhaven. The project will use community-wide advertising, promotion, and incentives to reduce 210 annualized commute vehicle trips among the 7,000 employees in these areas. During the project's first year (2006–2007), a Downtown Bus Pass incentive will be the centerpiece for reducing trips during the morning commute. TRPP funds will pay for 4,200 quarterly bus passes over the course of the year as one of several incentives for participation.

**Questions?**

For more information about the Trip Reduction Performance Program (TRPP), contact Robin Hartsell, TRRP Administrator, at (360) 705-7508 or [hartser@wsdot.wa.gov](mailto:hartser@wsdot.wa.gov)